

Message for Nicholes, Nichelle

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**From:** Mark BURGESS  
**Date:** Wed, Apr 6, 1994 5:09 PM  
**Subject:** May Direct Mail  
**To:** DAlessandro, Giuseppe; Arun SINHA; Nichelle NICHOLEES; Mindy MEADE; Mark BURGESS

Arun:

In order to make the May direct package work we need to get keylines out on Monday, 3/11. To do this we will need you to forward the following by Friday(if not sooner):

1. UPC codes for the three coupons.
  - Get A Free Pack
  - Buy-One-Get-One-Free
  - Buy-Two-Get-One-Free

2. POS # for the outer envelope and form.

3. Expiration dates for the three coupons.

Just a couple of issues we need to confirm.

1. This piece is going to be mailed first class.

2. We will need to write copy.

3. To try and make this mail date the Agency will only supply pre-press proofs. It will be the Agencies responsibility to match color based on previous art and Client approvals (i.e. April direct).

We should talk this through tomorrow when I am in New York.

Talk to you soon.

Mark

**2060183773**